

Message Text

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AMCONSUL FRANKFURT

UNCLAS PRAGUE 0051

COMMERCE FOR OEWTB (ABRAHAMSON)

E.O. 11652: N/A

TAGS: BEXP, CZ

SUBJ: BUSINESSMAN'S ASSESSMENT OF USDOC TRADE PROMOTION EFFORTS

1. A BELGIAN EXECUTIVE OF DORIC SCIENTIFIC ONE OF THE PARTICIPATING FIRMS AT THE USDOC EXHIBIT AT THE 1975 BRNO ENGINEERING FAIR, TOLD EMBOFF ON A RECENT FOLLOW-UP TRIP TO PRAGUE THAT HIS COMPANY ALREADY HAS INQUIRIES FROM END-USERS FOR \$500 THOUSAND WORTH OF DATA ACQUISITION EQUIPMENT. INTEREST IS SO HIGH THAT THE CZECHOSLOVAK MANUFACTURER OF THIS KIND OF EQUIPMENT HAS INITIATED DISCUSSIONS AIMED AT GETTING THE DISTRIBUTION RIGHTS FOR DORIC EQUIPMENT IN CZECHOSLOVAKIA. EXECUTIVE STATED HE WAS SURE ALL OF THIS INTEREST CAME FROM THE BRNO FAIR, HIS COMPANY HAVING MADE NO PREVIOUS ATTEMPTS TO MARKET ITS EQUIPMENT IN CZECHOSLOVAKIA.

2. ON ANOTHER MATTER, EXECUTIVE SAID DORIC HELD VERY HIGH OPINION OF SPECIALIZED EXHIBITIONS AT U.S. TRADE CENTERS IN WESTERN EUROPE, PARTICULARLY IN FRANKFURT. HE SAID MANY GERMAN BUSINESSMEN WILL DRIVE FROM MUNICH OR OTHER CITIES LOCATED FAR FROM FRANKFURT TO ATTEND A SMALL BUT SPECIALIZED EXHIBIT. THERE MAY BE JUST AS MANY FIRMS OF INTEREST TO THEM IN SUCH A SMALL SHOW AS IN A FULL-SCALE TRADE FAIR, AND WITH NO CROWDS TO FIGHT. PERRY

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